

REP HEADLINE# 0314170
 *** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP14/12 09.16
 *** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCCARR (H)
 BIAURETV, NY 10913

ORDER # CONTRACT # 6314170 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP14/12 09.16

REP: REVISION
 RATE REVISION AND SPOT REVISION ON LN 1
 TIL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
 : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 466

1	RS	900A-1000A	30			\$550.00	9/18	9/20	1		TU,TH	1
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PROGRAM : TODAY SHOW 2
 CON COM1 : TODAY SHOW 2
 SEP/12 11950.00 CONTRACT TOTAL 11950.00
 TOTAL SPOTS 12

6/17/12. FC (B)

8/14/14

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
CREDIT WORKSHEET HARRIS REPORT FROM REP
CHANGES
SEP14/12 09.16
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6314170
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9395
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP13/12 10.38
*** WFLA-TV ***

ADV # ADV. NAME FOLI/C MACK/E/SEN/FL

AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6314170

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE SEP13/12 10.38

REP: NEW ORDER

TTL \$11,950 @13X

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FRIENDS OF CONNIE MACK



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 466

1 900A-1000A

30

\$275.00

9/18

9/20

2

TU,TH

2

PROGRAM : TODAY SHOW 2
CON COM1: TODAY SHOW 2

Level 1
550

2 500P-530P

30

\$900.00

9/17

9/18

2

M-TU

2

PROGRAM : 5P NEWS
CON COM1: 5P NEWS

3 530P-600P

30

\$900.00

9/19

9/20

2

W-TH

2

PROGRAM : 530P NEWS
CON COM1: 530P NEWS

REP HEADLINE# 6314170
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP13/12 10.38
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$1,200.00	9/17	9/20	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
5			700P-730P	30		\$1,000.00	9/18	9/20	3		TU-TH	3
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
SEP/12 11950.00												
CONTRACT TOTAL											11950.00	
TOTAL SPOTS											13	

MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 770 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 11950	Campaign Ref: E:120914008
Buyer:	Client/Product/Estimate: / / 466	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/23/12	Weeks: 1	Order Ref: 06314170
Est./PO Number: 06314170	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Finds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/17	Total	Cost
1	M-F 9a Today Show II T.T...	03	550	30 Comme	Nbr of Spots	1	1	550
2	M-F 5p News MT....	03	900	30 Comme	Nbr of Spots	2	2	1800
3	M-F 530p News ..WT...	03	900	30 Comme	Nbr of Spots	2	2	1800
4	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots	4	4	4800
5	M-F 7p News TWT...	03	1000	30 Comme	Nbr of Spots	3	3	3000
Weekly Totals: Total Spots(Ord Spots)						12	12	

Grand Totals		Month 9 Weeks: 5	
Totals		09/17	
Spots	12		12
Cost	11950		11950

Grand Totals:

Spots: 12

Gross Total:	11,950.00
Commission:	1,792.50
Net Total:	10,157.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Connie Mack/ R/ Senate/ FL
PROD: Frnds Df Connie Mack

2012 WFLA I SS
INVOICE DATE 09/30/12 E:120914008
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032688 PAGE 1 BROADCAST MONTH 08/27/2012 - 09/30/12
SCHEDULE DATES 9/17/12- 9/23/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: . / . /466
Desc: 06314170

SCHEDULE		RT/SS# PER		DATE		DAY		TIME		LENGTH M/G FOR PRODUCT DESCRIPTION		PRICE	RECONCILIATION	
DESCRIPTION	PRICE												REMARKS	DEBIT/CREDIT
M-F 9a Today Show II	550.00	1	1	9/20	TH			09:57A		30	CMDFO911H	550.00		
											:30 Commercial			
M-F 5p News	900.00	2	2	9/17	MD			05:23P		30	CMDFO911H	900.00		
				9/18	TU			05:22P		30	CMDFO911H	900.00		
M-F 530p News	900.00	3	2	9/19	WE			05:52P		30	CMDFO911H	900.00		
				9/20	TH			05:45P		30	CMDFO911H	900.00		
M-F 6p News	1200.00	4	4	9/17	MO			06:16P		30	CMDFO911H	1200.00		
				9/18	TU			06:29P		30	CMDFO911H	1200.00		
				9/19	WE			06:11P		30	CMDFO911H	1200.00		
				9/20	TH			06:13P		30	CMDFO911H	1200.00		
M-F 7p News	1000.00	5	3	9/18	TU			07:14P		30	CMDFO911H	1000.00		
				9/19	WE			07:15P		30	CMDFO911H	1000.00		
				9/20	TH			07:23P		30	CMDFO911H	1000.00		
Total Airtime Gross Spot Revenue:											11,950.00			

PERIOD COST 11,950.00

12 Total Units
ACTUAL GROSS BILLING 11,950.00
AGENCY COMMISSION 1,792.50
NET DUE 10,157.50
SUB-TOTALS Debits .00 Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Connie Mack/ R/ Senate/ FL
PRODUCT Frnds Df Connie Mack

INVOICE NUMBER 0100032688
BROADCAST MONTH 08/27/2012 - 09/30/12
AMOUNT DUE 10,157.50

REMIT TO:

*00223

000048825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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